



# Education about standardization

*Developing future generations of  
standardisers*

John Ketchell, Director Innovation, CEN-CENELEC  
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## Prologue

*"We are always part of/involved in the same circles, talking to the usual suspects, while Europe is moving forward without really considering standards as we know them"*

*"Very interesting event, very interesting people, lots of policy related discussions, real business talk, zero knowledge about standards (us)"*

➤ Quotes from our innovation team meetings with stakeholders



## The standards paradox

- CEN alone boasts 60.000 experts
- Including all the experts over the world, their time, their contribution to documents of commercial importance for entire industries, etc this really is a multi-million (billion?) business
- Yet standardization is hardly ever taught as a discipline
- Business people see it as obscure technical stuff and are not aware of the real benefits for their companies
- Experts' age profiles are increasing, so is "private standardization"

## But we're professionals

- We provide essential services to industry, society
- What is the turnover of the standardization industry?
- How many staff work in our industry?
- Er...how many are qualified as standards professionals?
- Would you employ a plumber who had no professional qualifications?
- How many professions since mediaeval trade guilds have not had a professional organization of one sort or another?



## Helping ourselves

- A professional association of standards bodies or society of standards professionals (indeed either) would help us to be taken seriously
- Certified competencies (in different degrees) BOTH of standards professionals and of participating experts would help give the profession more credibility
- A concerted effort by us as a profession would encourage educational establishments to include standards on curricula
- But ABOVE ALL, please let us put more serious resource into this!

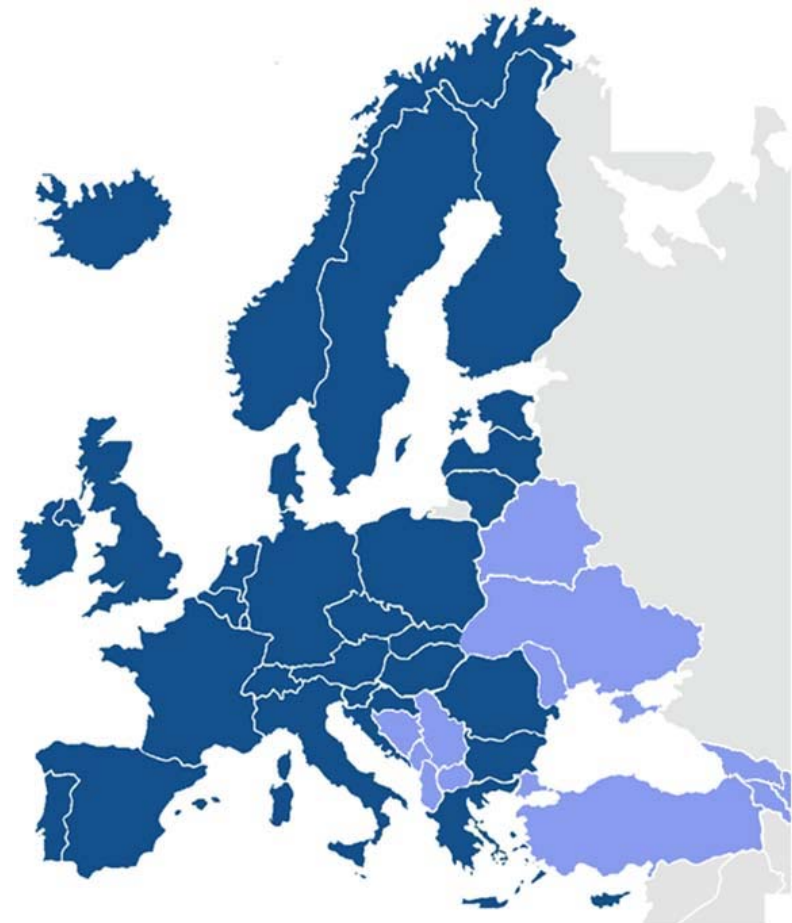
# European Standards Organizations

## CEN & CENELEC

- 31 Members  
(NSB/NC of 27 EU Members +  
3 EFTA countries +  
1 EU applicant country)
- Affiliates (19 CEN, 12 CLC)
- Associate Members (CEN)
- Co-operating Partners (CLC)

## ETSI

- Membership of companies  
and other entities
- Associate Members
- NSBs for EN enquiry/vote



■ Members    ■ Affiliates

# CEN & CENELEC Members

Austria



Denmark



Hungary



Lithuania



Romania



Belgium



Estonia



Luxembourg



Slovakia



Finland



Iceland



Malta



Slovenia



Bulgaria



Ireland



Netherlands



Spain



Croatia



France



Norway



Sweden



Cyprus



Italy



Germany



Poland



Switzerland



Czech Republic



Greece



Latvia



Portugal



United Kingdom



## CEN-CENELEC convergence

- CEN and CENELEC both have 31 national members (Croatia just joined)
- Mostly now they are common entities
- The topics for standards are converging
- We have combined back offices
- As of 1 January 2010, we have the CEN-CENELEC Management Centre under one Director-General
- But the two entities will remain separate – global partners ISO and IEC remain
- Efficiency savings in support functions – better synergies

## Education about standardization

- Europe has been “a little bit” behind (actually a yawning gap except for one or two countries)
- 2008 Council Conclusions on standardization and innovation
- Conclusion 27: *“encourages the Member States to improve the position of standardisation in education programmes and academic curricula, in order to familiarise students with the strategic benefits and challenges of standardisation, drawing on the expertise of standardisation bodies”*

## What we have done so far

- CEN convened two exploratory discussions on the topic of education during 2009
- These compared approaches in different national members toward education
- The CEN and CENELEC Technical Boards agreed to establish a more permanent Working Group
- ETSI agreed to be part of the game
- The Joint CEN-CENELEC-ETSI Working Group “Education about Standardization” (JWG-EaS) met for the first time on 9 March 2010



## The SME dimension

- Coordination at European level on SME issues
- 58 recommendations of SME access study
- Implementation of 11 priority recommendations with a focus on:
  - ✓ Increasing Awareness/ Education and Communication;
  - ✓ Improving Access to Standards – Search Facilities, Information and Price;
  - ✓ Easier Use of Standards;
  - ✓ Increased Participation – Information on New Projects and Involvement;
- Monitor progress at national level of other proposed solutions
- Overall timeframe for actions: 2 years (end 2011)

# JWG-EaS Terms of Reference

- The JWG-EaS is there to foster best practice in education about standardization in Europe
- The JWG-EaS aims to:
  - increase people's fair and positive knowledge of standardization
  - improve the understanding of the necessity of standardization amongst government officials, business executives and academia
  - increase the competency of participants in standards-making



## JWG-EaS Tasks (1)

- To provide a forum for the ESOs to consider together all issues linked to education about standardization, including in academia, and also training issues within standards bodies and within companies and other organizations
- To identify and exchange best practices
- To draw up and provide with a high priority a concerted policy on education about standardization in Europe



## JWG-EaS Tasks (2)

- To consider how to convince academia, companies, governments of the value of education about standardization and propose appropriate actions
- To collaborate as appropriate in relevant external activities concerning education about standardization, including with the European Academy for Standardization (EURAS) and the International Cooperation for Education about Standardization (ICES)



## JWG-EaS Tasks (3)

- To maintain and expand a “repository” of tools concerning education about standards
- In conjunction with national standards bodies and others, to share information and contribute where relevant to seminars, conferences, etc.

***Sounds a lot – but is this ambitious enough? Will people provide enough resource to do even this?***

# A policy on Education about Standardization

A first priority for the JWG-EaS is to develop a concerted policy on education about standardization, taking into consideration **Strategic goal 4** of the Final Report of the EXPRESS Group:

***"To promote the inclusion of standardization practices and benefits in higher education and encourage the development of studies and surveys to assess, quantify and communicate the economic and social benefits of standards"***

# EXPRESS recommendations (1)

## SG 4: Recommendations (EXPRESS Report)

- 4.1 EC/EFTA, Members States, **ESOs**, NSBs: Produce targeted information to increase awareness of standardization and its benefits to all key stakeholders, including academia and societal groups, to encourage active participation, and to ensure the effective and influential participation of these stakeholders in the ESS
- 4.2 EC/EFTA, Member States: Include standardization in the curricula of European universities

## EXPRESS recommendations (2)

- 4.3 **ESOs**, NSBs: Provide 'teaching themes' for technical schools/colleges/universities and an explanatory memorandum for the effective use of standards on web sites
- 4.4 EC/EFTA, **ESOs**, NSBs: Undertake pilot projects in the area of standards education and include a consolidation of existing projects and tools



## EXPRESS recommendations (3)

- 4.5 **ESOs**, NSBs: Raise awareness of the strategic importance of standardization in order to achieve a desired ‘talent pool’ of national and company experts such that NSBs and the ESOs sustain their capability to provide expert participation in priority areas, providing attractive conditions for active participation



## Who to reach (1)

An increased awareness of the importance of standards is to be sought in a number of specific target areas:

- Society as a whole
  - standardization should be seen as an integral – and essential – part of everyday life
- Educational establishments
  - should ensure that all levels of formal education include elements of standards and standardization in the curriculum



## Who to reach (2)

- Business and industry, governments and public authorities:
  - should enhance the knowledge and use of existing standards
  - should be given the understanding to participate in standards-making processes
- Standard makers:
  - need to achieve a level of overall competency, and be able to impart the information to others



## The policy

- To be approved by end 2010
- To encourage exchange of best practice in Europe
- To encourage better contacts between national education ministries and the standards community
- To propose (in collaboration with stakeholders) pilot schemes, projects, etc.
- We need further ideas, inputs etc. from stakeholders



## Other ideas

- We are considering objectives/content/target audience for a possible joint seminar on Education about Standardization
- We are developing a concept and considering content for a repository of best practices and teaching materials
- And, critically, how about:
  - Model curricula (or at least a European checklist of topics) for standards in higher education ?
  - Certification of competency in standards-making ? (c/f being professional)



# Comments please!

[www.cen.eu](http://www.cen.eu)

[www.cenelec.eu](http://www.cenelec.eu)

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